media can therefore be viewed as a contribution to green technology, by the cheaper handling and storage of dry format cell culture media.

[0194] Unless otherwise defined, all technical and scientific terms used herein have the same meaning as commonly understood by one of ordinary skill in the art. In case of conflict, the present specification, including definitions, will control. It will be readily apparent to one of ordinary skill in the relevant arts that other suitable modifications and adaptations to the methods and applications described herein are obvious and may be made without departing from the scope of the disclosure or any embodiment thereof. In addition, the materials, methods, and examples are illustrative only and not intended to be limiting. All patents, patent applications, and published references cited herein are hereby incorporated by reference in their entirety.

What is claimed:

1.-**49**. (canceled)

50. A method of increasing the stability of a media comprising a labile compound, comprising:

a. reacting a labile compound with a dendrimer to produce a dendrimer-labile compound complex, and

b. encapsulating the dendrimer-labile compound complex within a sequestering agent to produce an encapsulated and protected dendrimer-labile compound complex, wherein the encapsulated and protected dendrimer-labile compound complex is protected from adverse reactions with another component in the media and the media has enhanced stability at room temperature and without refrigeration.

51. The method of claim **50**, wherein said labile compound is selected from the group consisting of a growth factor, a vitamin, a cytokine, a peptide, a hormone and ethanolamine.

52. The method of claim **50**, wherein said media is a dry media.

53. The method of claim **52**, wherein said dry media is an agglomerated media.

54. The method of claim **50**, wherein said sequestering agent is a soluble matrix made up of a molecule comprising an alcohol, a ketone or an aldehyde.

55. The method of claim **54**, wherein said soluble matrix is made up of a sugar.

56. The method of claim **55**, wherein the sugar is maltodextrin.

57. The method of claim **50**, wherein said sequestering agent is an insoluble matrix selected from the group consisting of alginate, poly-L-lactic acid, chitosan, agarose, gelatin, hyaluronic acid, chondroitin sulfate, dextran, dextran sulfate, heparin, heparin sulfate, heparan sulfate, gellan gum, xanthan gum, guar gum, water soluble cellulose derivatives, poly-glycolic acid, PLGA (poly-lactic-co-glycolic acid), collagen, polyhydroxyalkanoates (PHA), poly-ε-caprolactone, poly-ortho esters, poly-anhydrides, poly-phosphazenes, poly-amino acids, polydimethylsiloxane, polyurethranes, poly-tetrafluoroethylene, polyethylene, polysulphone, poly-methyl methacrylate, poly-2-hydroxyethylmethacrylate, polyamides, polypropylene, poly-vinyl chloride, polystyrene, poly-vinyl pyrrolidone and carrageenan.

58. The method of claim **50**, wherein the dendrimer is selected from the group consisting of a polyamidoamine (PAMAM) dendrimer, a polypropylenimine (PPI) dendrimer, a phosphorylated dendrimer, a polylysine dendrimer, a polyethylenimine dendrimer, an iptycene dendrimer, an aliphatic poly(ether) dendrimer, an aromatic polyether dendrimer, and a polypropylamine (POPAM) dendrimer.

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